

**General Services Administration  
Federal Supply Service  
Authorized Federal Supply Schedule Price List**

*On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA-Advantage!<sup>TM</sup>, a menu-driven database system. The Internet address for GSA-Advantage!<sup>TM</sup> is: <http://www.gsaadvantage.gov>*

**Advertising & Integrated Marketing Solutions (AIMS)**

**FSC Group: 541**

**Contract No.: GS-23F-0183N**

**SIN 541-4D / 541-4DRC Conference, Events and Tradeshow Planning Services  
(Small Business Set-Aside)**

**SIN 541-1000 / 541-1000RC Other Direct Costs**

*For more information on ordering from Federal Supply Schedules, click on the FSS Schedules button at: <http://www.fss.gsa.gov>*

**Contract Period: March 18, 2008 - February 28, 2013**



**Visions USA, Inc.**

**Contact: Jonathan Phillips**

**Email: [jphillips@visionsusa.net](mailto:jphillips@visionsusa.net)**

**17 Executive Park Drive N.E., Suite 270**

**Atlanta, GA 30329**

**Telephone: (404) 320-1967**

**Fax: (404) 320-1880**

**<http://www.visionsusa.net/>**

**Business Size/Status: Small**

**TABLE OF CONTENTS**

General Contract Information.....1

Company Background.....3

Special Item Number (SIN) Descriptions.....4

Labor Category Descriptions.....5

Hourly Rates for Services.....7

Other Direct Costs (ODCs) .....8

## GENERAL CONTRACT INFORMATION

1a. Table of Awarded Special Item Numbers (SINs):  
(Please refer to [page 4](#) for a more detailed description)

- SIN 541-4D / 541-4DRC Conference, Events and Tradeshow Planning Services (Small Business Set-Aside)
- SIN 541-1000 / 541-1000RC Other Direct Costs

1b. Lowest Priced Model Number and Lowest Price: Please refer to our rates on [page 11](#) and [page 12](#)

1c. Labor Category Descriptions: Please refer to [page 9](#)

2. Maximum Order: \$1,000,000

3. Minimum Order: \$100

4. Geographic Coverage: Domestic Only

5. Point (s) of Production: Not Applicable

6. Discount from List Price: All Prices Herein are Net

7. Quantity Discounts: 1% off Orders Exceeding \$500,000

8. Prompt Payment Terms: Net 30 days

9a. Government Purchase Card *is* accepted at or below the micro – purchase threshold.

9b. Government Purchase Card *is not* accepted above the micro – purchase threshold.

10. Foreign Items: None

11a. Time of Delivery: To Be Negotiated with Ordering Agency

11b. Expedited Delivery: To Be Negotiated with Ordering Agency

11c. Overnight and 2-Day Delivery: To Be Negotiated with Ordering Agency

11d. Urgent Requirement: To Be Negotiated with Ordering Agency

12. F.O.B. Point(s): Destination

13a. Ordering Address: Visions USA, Inc.  
17 Executive Park Drive N.E., Suite 270  
Atlanta, GA 30329

13b. For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs), are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment Address: Visions USA, Inc.  
Attn: Accounts Receivable  
17 Executive Park Drive N.E., Suite 270  
Atlanta, GA 30329

15. Warranty Provision: Not Applicable

16. Export Packing Charges: Available at Extra Cost

- |                                                                                                                                                                                                                                                                                                                     |                                                                                                                                                                                         |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 17. Terms & Conditions of Government Purchase Card Acceptance:                                                                                                                                                                                                                                                      | Government Commercial Credit Cards (Visa) will be acceptable for payment. The order must contain the credit card number, expiration date, and the cardholder name and telephone number. |
| 18. Terms and conditions of rental, maintenance, and repair:                                                                                                                                                                                                                                                        | Not Applicable                                                                                                                                                                          |
| 19. Terms and conditions of installation (if applicable):                                                                                                                                                                                                                                                           | Not Applicable                                                                                                                                                                          |
| 20. Terms and conditions of repair parts indicating date of parts, price lists and any discounts from list prices:                                                                                                                                                                                                  | Not Applicable                                                                                                                                                                          |
| 20a. Terms and conditions for any other services (if applicable):                                                                                                                                                                                                                                                   | Not Applicable                                                                                                                                                                          |
| 21. List of service and distribution points (if applicable):                                                                                                                                                                                                                                                        | Not Applicable                                                                                                                                                                          |
| 22. List of participating dealers (if applicable):                                                                                                                                                                                                                                                                  | Not Applicable                                                                                                                                                                          |
| 23. Preventative maintenance (if applicable)                                                                                                                                                                                                                                                                        | Not Applicable                                                                                                                                                                          |
| 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants.):                                                                                                                                                                                   | Not Applicable                                                                                                                                                                          |
| 24b. Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: <a href="http://www.Section508.gov/">www.Section508.gov/</a> : | Contact Contract Administrator for more information.                                                                                                                                    |
| 25. Data Universal Number System (DUNS) Number:                                                                                                                                                                                                                                                                     | 618992721                                                                                                                                                                               |
| 26. Visions USA, Inc. is registered in the Central Contractor Registration (CCR) database.                                                                                                                                                                                                                          |                                                                                                                                                                                         |

## **COMPANY BACKGROUND**

Visions USA, Inc. is a full-service, diversified conference and event company with in-house event marketing, public relations and graphic design capabilities. Established in 1984 as a graphic design firm by owner/president Cyrus Daniels, Jr., the company was incorporated in 1988. In 1992, responding to the needs of a growing client roster, Visions added a conference and event management division.

### **Our Conference Team**

The U.S. Small Business Administration classifies Visions as a small business. In addition to our staff of 10 full-time professionals, we engage a cadre of talented contract employees, many of whom have worked on our conference team for years. These include technical writers, copywriters, computer support specialists, audio-visual support specialists, conference managers, facilitators and researchers.

Our conference team consists of a Project Director, Meeting Manager, Meeting Planner(s), Graphic Designer, Registration Coordinator and technical support specialists as needed. Each conference has a unique team comprised of the appropriate number of members as determined by the size and scope of the task. Individuals are selected by the Director of Conference Services to match their skills and experience with the requirements.

With over 15 years in the conference and event management business, we have worked with many Federal, state and local agencies. Some of these include:

- The Centers for Disease Control and Prevention
- The U. S. Department of Education
- The General Services Administration
- The Department of Transportation
- The Research Council of Canada
- The State of Georgia
- The City of Atlanta, Georgia

### **Key Conference Management Services Include:**

- Site inspection & selection
- Contract negotiation
- Travel & hotel arrangements
- Participant communication
- Customized on-line registration
- On-site management
- Budget preparation & reconciliation
- Graphic design of logo, brochures & programs
- Exhibit management
- Hospitality events

## **SPECIAL ITEM NUMBER (SIN) DESCRIPTIONS**

541-4D / 541-4DRC Conference, Events and Tradeshow Planning Services (Small Business Set-Aside) Services include the making of all necessary arrangements for conferences, seminars and trade shows. Event-marketing services may include but are not limited to the following services for a show, event and/or booth:

- Project Management
- Coordination and implementation of third party participation
- Collection management of third party payment for participation
- Liaison support with venue
- Audiovisual and information technology support
- Topic and speaker identification
- Site location research
- Reservation of facilities
- On-site meeting and registration support
- Editorial services
- Automation and telecommunications support
- Design and editing productions
- Mailing and other communication with attendees including pre-post meeting mailings/travel support and computer database creation

## LABOR CATEGORY DESCRIPTIONS

<b>Project Director 2</b>
<b>Minimum/General Experience:</b> Eight years experience in conference planning, event planning or a related hospitality/convention industry field with at least five years direct experience in meeting/event planning and two years in a supervisory role.
<b>Functional Responsibility:</b> Supervises the conference service team in the performance of work assignments and coordinates their activities to ensure a smooth flow of work. Ensures that the work on all projects satisfies contractual obligations from a technical standpoint and within the specified time frames and budgets. Coordinates the preparation of all contract documentation, reporting and written deliverables. Manages the overall scope of work. Conducts staff meetings to discuss project activities and establish task priorities. Solves day-to-day technical problems and serves as technical resource for project staff.
<b>Minimum Education:</b> Bachelor's degree and Certified Meeting Professional (CMP) designation (or eligible to take the exam within six months of hire date)
<b>Education/Experience Substitution:</b> Master's degree and CMP substitutes for two years of experience. Additional four years of experience in business management may substitute for bachelor's degree.

<b>Meeting Manager 2</b>
<b>Minimum/General Experience:</b> Five years experience in conference, event or meeting planning.
<b>Functional Responsibility:</b> Independently plans and executes small to large meetings and events which may involve complex planning tasks. Negotiates for all services and equipment necessary to implement the event and meet budget requirements. Supervises the performance of vendors. Utilizes knowledge of ADA laws and government regulations regarding meeting arrangements, in the selection of sites and when conducting all aspects of the event. Exercises complete responsibility for job quality, budget and profitability of an assigned project. Interacts directly with the client in the conduct of business and serves as the liaison between Visions and the client on a day-to-day activity basis. Works with the Project Director in the development of work plans, budgets and time line activity charts.
<b>Minimum Education:</b> High School Diploma or equivalent and Certified Meeting Professional (CMP)
<b>Education/Experience Substitution:</b> Bachelor's degree and CMP substitutes for two years experience

<b>Meeting Planner 2</b>
<b>Minimum/General Experience:</b> Three years experience in conference, event or meeting planning or a related hospitality/convention industry field
<b>Functional Responsibility:</b> Manages small meeting from kickoff to final reports, under supervision of Meetings Managers, including meeting deadlines and budget objectives. Creates activity calendars in connection with conference tasks. Research major cost areas. Assists meeting managers in developing conference budgets.
<b>Minimum Education:</b> High School Diploma or equivalent
<b>Education/Experience Substitution:</b> Associates or Bachelors degree substitutes for one year of experience.

<b>Meeting Planner 1</b>
<b>Minimum/General Experience:</b> Two years experience in conference, event or meeting planning or a related hospitality/convention industry field
<b>Functional Responsibility:</b> Manages small meeting from kickoff to final reports, under supervision of Meetings Managers, including meeting deadlines and budget objectives. Creates activity calendars in connection with conference tasks. Research major cost areas. Assists meeting managers in developing conference budgets.
<b>Minimum Education:</b> High School Diploma or equivalent
<b>Education/Experience Substitution:</b> Associates or Bachelors degree substitutes for one year of experience.

<b>Registration Coordinator 1</b>
<b>Minimum/General Experience:</b> One year of experience in a business environment
<b>Functional Responsibility:</b> Manages event registration process including; on site registration set-up and staff, procuring equipment and supplies, reports and databases, production of signage, nametags, etc., handles cash collections.
<b>Minimum Education:</b> High School Diploma or equivalent
<b>Education/Experience Substitution:</b> None

<b>Administrative Assistant 1</b>
<b>Minimum/General Experience:</b> One-year experience in business environment or conference, event or meeting planning environment. Proficiency in MS Word and/or WordPerfect and Excel software applications.
<b>Functional Responsibility:</b> Organized and detail-oriented, with good written and verbal communication skills. Produces correspondence, prepares and distributes information to conference participants and provides clerical project support.
<b>Minimum Education:</b> High School Diploma or equivalent
<b>Education/Experience Substitution:</b> None

<b>Logistics Administrator 2</b>
<b>Minimum/General Experience:</b> Three years experience in conference, event, meeting or travel planning or a related hospitality/convention industry field
<b>Functional Responsibility:</b> Provides logistical support/coordination for conference or event participants. Works closely with Meetings Managers, assists in achievement of travel arrangement deadlines and budget objectives. Research major travel cost areas. Assists meeting managers in developing conference budgets. Responsible for issuance of reimbursement payments, speaker fees, 1099 forms at year-end, payment of invoices.
<b>Minimum Education:</b> Bachelors degree or equivalent
<b>Education/Experience Substitution:</b> Associates degree and additional two years of experience or high school diploma and additional four years of experience substitutes for bachelor's degree.



## HOURLY RATES FOR SERVICES

Contractor Site					
Labor Category	Year 6	Year 7	Year 8	Year 9	Year 10
	03/01/08- 02/28/09	03/01/09- 02/28/10	03/01/10- 02/28/11	03/01/11- 02/29/12	03/01/12- 02/28/13
Project Director 2	\$84.31	\$87.68	\$91.19	\$94.63	\$98.63
Meeting Manager 2	\$55.50	\$57.72	\$60.03	\$62.43	\$64.93
Meeting Planner 2	\$51.44	\$53.50	\$55.64	\$57.87	\$60.18
Meeting Planner 1	\$41.28	\$42.93	\$44.65	\$46.43	\$48.29
Registration Coordinator 1	\$38.95	\$40.51	\$42.13	\$43.82	\$45.57
Administrative Assistant 1	\$38.95	\$40.51	\$42.13	\$43.82	\$45.57
Administrative Assistant 1	\$38.95	\$40.51	\$42.13	\$43.82	\$45.57
Logistics Administrator 2	\$51.83	\$53.90	\$56.06	\$58.30	\$60.63

### OTHER DIRECT COSTS (ODCS)

ODC	Quantity	Ceiling Rate
Video Equipment Rental	Per occurrence	\$74,811.91
Lighting Equipment Rental	Per occurrence	\$1,209.00
Audio Equipment Rental	Per occurrence	\$83,879.41
IT Equipment Rental	Per occurrence	\$10,276.50
Imprinted Materials	Per occurrence	\$16,951.19
Shipping Expenses	Per occurrence	\$1,166.25
Signage	Per occurrence	\$1,596.77
Material Handling	Per occurrence	\$1,503.12
Exhibit Set Up/ Break Down	Per occurrence	\$10,720.81
Promotional Materials	Per occurrence	\$12,034.66
Carrier Fees	Per occurrence	\$1,312.27
Postage & Delivery	Per occurrence	\$1,279.94
Telephone/Fax	Per occurrence	\$5,280.81
Photocopying/Binding	Per occurrence	\$436.56
Meeting Rooms	Per occurrence	\$11,586.25
Professional Speaker Fees	Per occurrence /Per day	\$251.88
Transcription Services	Per occurrence	\$12,090.00
Writer/Editor	Per occurrence	\$25,426.78
Subject Matter Expert	Per occurrence	\$12,593.75
Event Catering	Per occurrence	\$7,764.35